

## ORDER



**Orders**  
**Order / Rev:** 723660  
**Alt Order #:** 06385729  
**Product Desc:** CONGRESS LEAD FUND  
**Estimate:** 3446  
**Flight Dates:** 10/26/12 - 11/06/12  
**Original Date / Rev:** 10/29/12 / 10/29/12  
**Order Type:** Political

## KARE

**Primary AE:** Jim Quinn  
**Sales Office:** T-PHI  
**Sales Region:** NAT

**Agency Name:** American Media & Advocacy Grp/ POI  
**Buying Contact:**  
**Billing Contact:**  
 815 Slaters Lane  
 Alexandria, VA 22314

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Congressional Leadership Fund  
**Demographic:** A35+  
**Product Codes:** IS-Candidate/US House,IS-Issue/Non  
**Priority:** P-2  
**Revenue Codes:** AGY, GEN, POL

**New Business Thru:**  
**Order Separation:** 00:15:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	12	\$19,350.00	\$16,447.50
10/29/12	11/06/12	44	\$73,650.00	\$62,602.50

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	12	\$19,350.00	\$16,447.50	0.00
November 2012	44	\$73,650.00	\$62,602.50	0.00
<b>Totals</b>	<b>56</b>	<b>\$93,000.00</b>	<b>\$79,050.00</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Jim Quinn			Start Of Order - End Of Order	100%

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
1	KARE	10/26/12	11/02/12	M-F 10-1035p KARE News 10p	CM	10-1035p	----F--	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$3,500.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$3,500.00		0.00			
2	KARE	10/26/12	11/02/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	----F--	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11-SUNRS@5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$350.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$350.00		0.00			
3	KARE	10/26/12	11/02/12	M-F 6-630p KARE 11 6 News	CM	6-630p	----F--	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$2,500.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$2,500.00		0.00			
4	KARE	10/26/12	11/02/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	----F--	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	----F--					1	\$1,300.00		0.00			
Week:		10/29/12	11/04/12	----F--					1	\$1,300.00		0.00			

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 Alt Order #: 06385729  
 Flight Dates: 10/26/12 - 11/06/12

Advertiser: Congressional Leadership Fund  
 Product Desc: CONGRESS LEAD FUND  
 Estimate: 3446

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
5	KARE	10/26/12	11/02/12	Today Show Today Show	CM	7-9a	----F--	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$1,200.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	----F--	1		\$1,200.00		0.00						
6	KARE	10/26/12	10/26/12	Fri Prime DATELINE	CM	8-9P (8:00 PM-9:00 PM)	----F--	:30	1	\$2,100.00	P-2	0.00	NM	1	\$2,100.00
DATELINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	----F--	1		\$2,100.00		0.00						
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>		<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>		<u>Rtg</u>	<u>Type</u>		
1	KARE	10/22/12-10/28/12		Fri Prime	8-9P		(8:00 PM-9:00 PM)-----F----	:30		\$2,100.00		0.00	NM		
7	KARE	10/29/12	11/05/12	M-F 10-1035p KARE News 10p	CM	10-1035P	M-----	:30	1	\$3,500.00	P-2	0.00	NM	2	\$7,000.00
KARE11NWS-10															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$3,500.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$3,500.00		0.00						
8	KARE	10/29/12	11/05/12	Tonight Show Tonight Show	CM	1035pm-1135pm	M-----	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
TONITE SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$1,300.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$1,300.00		0.00						
9	KARE	10/29/12	11/05/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	M-----	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
KARE11-SUNRS@5															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$350.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$350.00		0.00						
10	KARE	10/29/12	11/05/12	M-F 6-630p KARE 11 6 News	CM	6-630p	M-----	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
KARE11NWS-6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$2,500.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$2,500.00		0.00						
11	KARE	10/29/12	11/05/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	M-----	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
KARE11-SUNRS@6															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$1,300.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$1,300.00		0.00						
12	KARE	10/29/12	11/05/12	Today Show Today Show	CM	7-9a	M-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
TODAY SHW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$1,200.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$1,200.00		0.00						
13	KARE	10/29/12	11/05/12	Mon Prime REVOLUTION	CM	9-10P (9:00 PM-10:00 PM)	M-----	:30	1	\$4,000.00	P-2	0.00	NM	2	\$8,000.00
REVOLUTION															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/29/12		10/29/12	11/04/12	M-----	1		\$4,000.00		0.00						
Week: 11/05/12		11/05/12	11/11/12	M-----	1		\$4,000.00		0.00						
14	KARE	10/27/12	11/03/12	Saturday Night Live Saturday Night Live	CM	1030P-1202A	-----S-	:30	1	\$2,500.00	P-2	0.00	NM	2	\$5,000.00
SAT NITE LIVE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week: 10/22/12		10/22/12	10/28/12	-----S-	1		\$2,500.00		0.00						
Week: 10/29/12		10/29/12	11/04/12	-----S-	1		\$2,500.00		0.00						
15	KARE	10/27/12	11/03/12		CM	5-530P	-----S-	:30	1	\$1,000.00	P-2	0.00	NM	2	\$2,000.00

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**KARE**

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
Sat 5-530p KARE 11 5 News Sa KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,000.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,000.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 2 KARE 10/29/12-11/04/12 Notre Dame Football Various (4:58 PM-5:30 PM) -----Sa- :30 \$1,000.00 0.00 NM															
16	KARE	10/27/12	11/03/12	Sat 6-630p KARE 11 6 News Sa	CM	6-630P	-----S-	:30	1	\$1,500.00	P-2	0.00	NM	2	\$3,000.00
KARE11NWS-6 SA <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,500.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,500.00 0.00															
17	KARE	10/27/12	11/03/12	Sat 630-7p MN Bound	CM	Sat 630-7p	-----S-	:30	1	\$1,100.00	P-2	0.00	NM	2	\$2,200.00
MINN BOUND <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S- 1 \$1,100.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$1,100.00 0.00															
18	KARE	10/27/12	11/03/12	Sat 8-10a KARE 11 Saturday	CM	8-10a	-----S-	:30	1	\$900.00	P-2	0.00	NM	1	\$900.00
KARE11 NWS SAT <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 ----- 0 \$0.00 0.00 Week: 10/29/12 11/04/12 -----S- 1 \$900.00 0.00															
19	KARE	10/28/12	11/04/12	Sun 5-530p KARE 11 5 News Su	CM	5-530P	-----S	:30	1	\$1,700.00	P-2	0.00	NM	2	\$3,400.00
KARE11NWS-5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$1,700.00 0.00 Week: 10/29/12 11/04/12 -----S 1 \$1,700.00 0.00															
22	KARE	10/28/12	11/04/12	SUN TDY NBC Today Show (Su)	CM	8-9a	-----S	:30	1	\$600.00	P-2	0.00	NM	2	\$1,200.00
SUN TODAY <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/22/12 10/28/12 -----S 1 \$600.00 0.00 Week: 10/29/12 11/04/12 -----S 1 \$600.00 0.00															
N23	KARE	11/01/12	11/01/12	Tonight Show Tonight Show	CM	1035pm-1135pm	---T---	:30	1	\$1,300.00	P-2	0.00	NM	0	\$0.00
TONITE SHW <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,300.00 0.00 <u>Spot</u> <u>Ch</u> <u>Date Range</u> <u>Description</u> <u>Start/End Time</u> <u>Weekdays</u> <u>Length</u> <u>Rate</u> <u>Rtg</u> <u>Type</u> 1 KARE 10/29/12-11/04/12 Tonight Show 1035pm-1135pm ---Th----- :30 <del>(\$1,300.00)</del> 0.00 NM Credited															
24	KARE	11/01/12	11/01/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	---T---	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
KARE11-SUNRS@5 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$350.00 0.00															
25	KARE	11/01/12	11/01/12	M-F 6-630p KARE 11 6 News	CM	6-630p	---T---	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
KARE11NWS-6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$2,500.00 0.00															
26	KARE	11/01/12	11/01/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	---T---	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
KARE11-SUNRS@6 <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> <u>Rate</u> <u>Rating</u> Week: 10/29/12 11/04/12 ---T--- 1 \$1,300.00 0.00															
			11/01/12		CM	7-9a			1		P-2	0.00	NM	1	\$1,200.00

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KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
27	KARE	11/01/12		Today Show Today Show			---T---	:30		\$1,200.00					
		TODAY SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	---T---					1	\$1,200.00		0.00			
28	KARE	10/30/12	10/30/12	M-F 10-1035p KARE News 10p	CM	10-1035P	-T-----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$3,500.00		0.00			
29	KARE	10/30/12	11/06/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	-T-----	:30	1	\$350.00	P-2	0.00	NM	2	\$700.00
		KARE11-SUNRS@5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$350.00		0.00			
		Week: 11/05/12	11/11/12	-T-----					1	\$350.00		0.00			
30	KARE	10/30/12	10/30/12	M-F 6-630p KARE 11 6 News	CM	6-630p	-T-----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$2,500.00		0.00			
31	KARE	10/30/12	11/06/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	-T-----	:30	1	\$1,300.00	P-2	0.00	NM	2	\$2,600.00
		KARE11-SUNRS@6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,300.00		0.00			
		Week: 11/05/12	11/11/12	-T-----					1	\$1,300.00		0.00			
32	KARE	10/30/12	11/06/12	Today Show Today Show	CM	7-9a	-T-----	:30	1	\$1,200.00	P-2	0.00	NM	2	\$2,400.00
		TODAY SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	-T-----					1	\$1,200.00		0.00			
		Week: 11/05/12	11/11/12	-T-----					1	\$1,200.00		0.00			
33	KARE	10/31/12	10/31/12	M-F 10-1035p KARE News 10p	CM	10-1035P	--W----	:30	1	\$3,500.00	P-2	0.00	NM	1	\$3,500.00
		KARE11NWS-10													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$3,500.00		0.00			
34	KARE	10/31/12	10/31/12	M-F 5-6a KARE First Edition M-F	CM	5-6a	--W----	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		KARE11-SUNRS@5													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$350.00		0.00			
35	KARE	10/31/12	10/31/12	M-F 6-630p KARE 11 6 News	CM	6-630p	--W----	:30	1	\$2,500.00	P-2	0.00	NM	1	\$2,500.00
		KARE11NWS-6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$2,500.00		0.00			
36	KARE	10/31/12	10/31/12	M-F 6-7a KARE 11 Sunrise M-F	CM	6-7a	--W----	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		KARE11-SUNRS@6													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,300.00		0.00			
37	KARE	10/31/12	10/31/12	Today Show Today Show	CM	7-9a	--W----	:30	1	\$1,200.00	P-2	0.00	NM	1	\$1,200.00
		TODAY SHW													
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	--W----					1	\$1,200.00		0.00			
N38	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/29/12	11/04/12	----F--					1	\$1,300.00		0.00			

Order / Rev: 723660  
Alt Order #: 06385729  
Flight Dates: 10/26/12 - 11/06/12

Advertiser: Congressional Leadership Fund  
Product Desc: CONGRESS LEAD FUND  
Estimate: 3446

KARE

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N38	KARE	11/02/12	11/02/12	Tonight Show Tonight Show	CM	1035pm-1135pm	----F--	:30	1	\$1,300.00	P-2	0.00	NM	1	\$1,300.00
													Totals	56	\$93,000.00